

The TRUTH Anti-Tobacco Advertising CONTEST

RULES AND ENTRY FORM

Welcome to the 8th Annual Truth From Youth™ Advertising Contest

– the contest that makes Utah youth rich and famous.

If you haven't heard about the contest before, here's how it goes: this is your chance to create a radio, TV, or billboard ad, or poster that will convince youth or adults not to smoke or chew. All you have to do is come up with an idea, write it down, and send it to us.

PRIZES

First, second, and third place winners for radio, TV, and poster/billboard will be selected in each of three grade-group categories (that's 27 winners, plus 4 more for Best of Contest!). If you're a winner, here's what you'll get:

- | | |
|---|--------------|
| • 1st place for each grade-group category | \$300 |
| • 2nd place for each grade-group category | \$200 |
| • 3rd place for each grade-group category | \$100 |

BEST OF CONTEST & BEST SPANISH-LANGUAGE AD

If your idea is one of the three "Best of Contest" winners, you'll win **\$400** and an opportunity to help an advertising agency produce your ad to be seen or heard all over Utah, beginning in June of 2005. Also, the best Spanish-language ad will be awarded **\$300**.

ENTRIES

The current campaign theme is "The TRUTH." You may use this, expand upon it, or create a whole new theme for your entries. You may create ads by yourself or with a group of friends and classmates, **but all ad ideas and art-work must be yours or your group's**. You may enter ads for TV, radio, billboard, poster, or all four. Ads can be in English or Spanish. You may enter as many times as you want, but each ad entry must have a separate entry form. Photocopy as many entry forms as you need.

GUIDELINES

Your ads should address one of these 5 objectives/messages:

- 1. De-glamorize Tobacco (using tobacco isn't glamorous or cool)**
- 2. Benefits of Being Tobacco-Free**
- 3. Family Members as Tobacco-Free Role Models (family members can be good role models by not using tobacco)**
- 4. Secondhand Smoke (being around secondhand smoke is unhealthy)**
- 5. Tobacco Industry Tactics (rebel against or expose tobacco industry manipulation)**

Radio:

- Type or print your ad in script form - see radio script example at www.youthagainstitobacco.com
- Staple your script to a completed entry form.
- Your ads should be about 55 seconds in length.
- You may send audio cassettes or CD's of your ads, **but you still need to attach a script**.

Television:

- Type or print your ad in script form - see TV script example at www.youthagainsttobacco.com
- Staple your script to a completed entry form.
- Your ads should be about 25 seconds in length.
- You may submit your ad in storyboard form - see storyboard example at www.youthagainsttobacco.com or on a VHS tape or DVD, **but you still need to attach a script.**

Poster/Billboard (same category):

- Design a billboard or poster on a sheet of paper or posterboard - see www.youthagainsttobacco.com
- **Please feel free to use larger paper or posterboard for each entry.**

DATES

All entries must be postmarked by **March 01, 2005**. Winners will be announced by April/May of 2005.

MAIL TO: The Truth From Youth Advertising Contest,[™] 175 South Main, 15th Floor, Salt Lake City, UT 84111

NOTIFICATION: All participants will be mailed an invitation to our year-end Awards Ceremony and Party.

All finalists will be contacted by phone. Please keep this in mind when entering info on the form below.

(Please type or print and fill out completely.)

Name(s) of Entrant(s) _____

Contact Person (student, parent, teacher) _____ **Phone (____)** _____

Contact Person's Address _____

City _____ **County (not country)** _____ **Zip** _____

School/Association/Club/Other _____ **Teacher/Advisor/Other** _____
(if applicable) (if applicable)

Please mark 1 box below that best describes your:

- | | | | |
|---------------------|---|---|---|
| Grade Level | <input type="checkbox"/> 1 - 6 | <input type="checkbox"/> 7 - 9 | <input type="checkbox"/> 10 - 12 |
| Ad Format | <input type="checkbox"/> Television | <input type="checkbox"/> Radio | <input type="checkbox"/> Poster/Billboard |
| Ad Objective | <input type="checkbox"/> De-glamorize Tobacco | <input type="checkbox"/> Benefits of Being Tobacco-Free | <input type="checkbox"/> Secondhand Smoke |
| | <input type="checkbox"/> Family Members as Tobacco-Free Role Models | <input type="checkbox"/> Tobacco Industry Tactics | |
| Ad Language | <input type="checkbox"/> English | <input type="checkbox"/> Spanish | |

Name of Ad _____

NOT-SO-FINE PRINT Must be 18 or younger to enter. Each person/group must submit original ads/ideas/artwork that do not incorporate any registered trademarks or icons (Mickey Mouse, Utah Jazz, Pepsi, etc.). Best of Contest ads may be altered by the producer, with approval of entrants, for reasons including budgets, legal issues, and campaign objectives. All entries (scripts, tapes, storyboards, etc.) become the property of the Utah Department of Health and cannot be returned. Have a nice day.